

SNOW is the „flag ship“ of the editorial group, the most progressively developing ski magazine on the Czech and Slovak market. Beside all the essential information on skiing it contains also attractive and innovative support products, such as free skipass (38 ski resorts from the Czech Republic, Slovakia, Germany and Switzerland took part in winter edition 2014/15). SNOW performs its own researches, ski tests and camps and promotes itself in the ski resorts on the road show SNOW tour.

SNOW features a representative number of readers-skiers, verified by an independent auditor – 75 000 unique readers per year.



75 000 READERS

76 % MEN

20-49 YEARS

TARGET GROUP

All keen skiers. Most of SNOW readers are of age 20–49 years (83 %) and their main source of know-how is internet (82 %) and magazines (67 %). All the readers together spend ca. 600 mil. CZK a year for ski equipment.

PERIODICITY

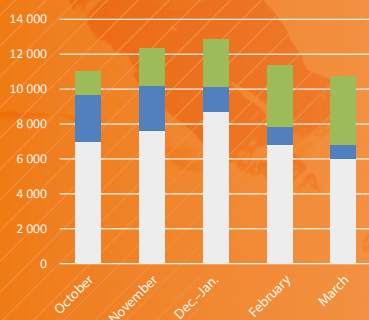
7 issues per season (October till March), from which 2 special editions – SNOW market (equipment) and SNOW time (winter holiday).

CIRCULATION AND DISTRIBUTION

Sold and distributed circulation: ca. 10 000 pcs

- subscription 50 %
- sport shops 30 %
- news stands 20 %
- electronic version for tablets and smartphones

Circulation of SNOW magazine is audited by ABC ČR. SNOW is also in the readers group size reserch Media Projekt.



- Promotional distribution – Autumn
- Promotional distribution – Winter
- Sales and distribution according to ABC



SALES SUPPORT

Free skipasses in all editions, SNOW card for subscribers, gifts for subscribers. Partnership: Czech Ski Association, APUL, Mountain Rescue Service etc.



SPECIAL EDITIONS

SNOW Market 16/17

Special edition on skiing equipment containing a complete review of skis and ski boots incl ski tests for the 16/17 season and a lot of recommendations how to choose the appropriate equipment. SNOW market is completed also with helmets, ski poles and protectors.

DATE OF EDITION: OCTOBER 20, 2016



SNOW Time 16/17

Guide through a winter ski holiday.

It contains tens of recommendations on ski destinations, maps prices of ski passes and accompanying services and, off course, it does not forget the presentation of all the news of the season.

DATE OF EDITION: NOVEMBER 17, 2016



SNOW – edition plan 2016/17

ISSUE	ORDER DEADLINE	DATA DEADLINE	EXPEDITION
96 SNOW October	9.9.2016	19.9.2016	6.10.2016
97 SNOW Market – October	23.9.2016	3.10.2016	20.10.2016
98 SNOW November	7.10.2016	17.10.2016	3.11.2016
99 SNOW Time – November	21.10.2016	31.10.2016	17.11.2016
100 SNOW December-January	11.11.2016	21.11.2016	8.12.2016
101 SNOW February	30.12.2016	9.1.2017	26.1.2017
102 SNOW March	3.2.2017	13.2.2017	2.3.2017